

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please cancel claims 6, 21 and 28 without prejudice.

Please amend claims 1, 7, 11, 12, 17, 22 and 26 as indicated below (material to be inserted is in **bold and underline**, material to be deleted is in ~~strikeout~~ or (if the deletion is of five or fewer consecutive characters or would be difficult to see) in double brackets [[]]):

Listing of Claims:

1. (Currently Amended) A method for providing targeted advertising to a customer, comprising the steps of:

retrieving billing information for the customer;

retrieving an item of customer information relating to the customer, **wherein the customer information includes information regarding past consumption of goods and services by the customer;**

correlating the item of customer information to an advertisement;

retrieving the advertisement; and

forming a billing statement containing the billing information for the customer and the advertisement.

2. (Original) The method of claim 1, wherein the customer information includes demographic information.

3. (Original) The method of claim 2, wherein the demographic information is selected from the group consisting of customer age, sex, national origin, address, postal code, area code, telephone number, marital status, educational level, income level, number of children, sex of children and age of children.

4. (Original) The method of claim 1, wherein the customer information includes personal information.

5. (Original) The method of claim 4, wherein the personal information is selected from the group consisting of hobbies, interests, spending habits, vacation and leisure preferences, group affiliations, political affiliations and property ownership.

6. (Cancelled)

7. (Currently Amended) The method of claim [[6]] 1, wherein the information regarding past consumption of goods and services is selected from the group consisting of identity of goods and services purchased during prior billing periods, identity of goods and services purchased by the customer from other providers, and catalogs and mailing lists subscribed to by the customer.

8. (Original) The method of claim 1, wherein each of the advertisements has an associated comparative data item that allows the item of customer information to be correlated to the advertisement based upon a relation between the item of customer information and the comparative data item:

9. (Original) The method of claim 8, wherein the associated comparative data item includes a keyword list.

10. (Original) The method of claim 8, wherein the item of customer information includes a first indicator indicating a preference of a customer, wherein the associated comparative data item includes a second indicator indicating whether the advertisement would appeal to a person with the preference, and wherein the first indicator is compared to the second indicator to correlate the item of customer information to the advertisement.

11. (Currently Amended) The method of claim 1, further comprising the step of selecting the customer from a group of customers that includes the customer before retrieving billing information for the customer.

12. (Currently Amended) The method of claim 11, further comprising the step of providing billing information for the group of customers before selecting the customer from the group of customers.

13. (Original) The method of claim 1, further comprising the step of collecting customer information before retrieving the item of customer information.

14. (Original) The method of claim 13, wherein the customer information is collected by survey.

15. (Original) The method of claim 13, wherein the customer information is obtained from an outside source.

16. (Original) The method of claim 1, further comprising the step of providing a collection of advertisements from which the advertisement is retrieved.

17. (Currently Amended) A billing system for providing targeted marketing to a customer, comprising:

a database system for storing data, the data including customer billing information, customer information, and marketing information; and

a computer system configured to create customer billing statements, the computer system being configured to:

retrieve customer billing information for a selected customer from the database system,

retrieve customer information for the selected customer from the database system, wherein the customer information includes information regarding past consumption of goods and services by the selected customer.

retrieve marketing information correlated to the customer information from the database system, and

assemble a billing statement for the selected customer, the billing statement including customer billing information for the selected customer and marketing information correlated to the customer information.

18. (Original) The system of claim 17, wherein the customer information is collected by survey.

19. (Original) The system of claim 17, wherein the customer information includes demographic information.

20. (Original) The system of claim 17, wherein the customer information includes personal information.

Page 5 -

AMENDMENT

Serial No. 09/817,818

HP Docket No. 10003978-1

KH Docket No. HPCB 310

21. (Cancelled)
22. (Currently Amended) The system of claim [[21]] 17, wherein the information regarding past consumption of goods and services by customers includes information obtained from an external source regarding past consumption of goods and services by customers.
23. (Original) The system of claim 17, wherein the marketing information includes a plurality of advertisements, at least one of the advertisements having an associated comparative data item that allows the at least one advertisement to be correlated to a particular item of the customer information.
24. (Original) The method of claim 23, wherein the associated comparative data item includes a keyword list.
25. (Original) The method of claim 23, wherein the item of customer information includes a first indicator indicating whether the customer has a particular trait, wherein the associated comparative data item includes a second indicator indicating whether the advertisement would appeal to a person with the particular trait, and wherein the first indicator is compared to the second indicator to correlate the item of customer information to the advertisement.
26. (Currently Amended) A billing statement for providing marketing information to a customer, comprising:
- a billing portion displaying account information for a selected customer; and
 - a marketing portion displaying selected marketing information targeted to the selected customer, the selected marketing information being chosen from a collection of possible marketing information based upon a correlation between the selected marketing information and information related to a characteristic of the

Page 6 - AMENDMENT
Serial No. 09/817,818
HP Docket No. 10003978-1
KH Docket No. HPCB 310

customer, wherein the information related to the characteristic of the customer includes information related to past purchasing of goods and services by the customer.

27. (Original) The billing statement of claim 26, wherein the information related to the characteristic of the customer includes demographic information.

28. (Cancelled)

29. (Original) The billing statement of claim 26, wherein the information related to the characteristic of the customer includes information related to personal interests of the customer.